



Recruiting and Retaining Volunteers:

1. Ask potential volunteers open-ended questions to find out what they enjoy doing or what they feel passionate about. A good open-ended question does the following:
    - a. Has many correct answers (there is no fear of getting it wrong)
    - b. Engages the heart of the person
    - c. Stimulates reflection and thought when answering
    - d. Allows for a break from expected answers
    - e. Provides a springboard for further discussion or elaboration.
  2. Ask what kind of help they can give:
    - a. Only on weekends?
    - b. Only in the evenings?
    - c. Only during the daytime (school hours?)
    - d. Only when children can attend as well?
    - e. Only online assistance/WFH?
  3. Provide them accurate and specific Job Descriptions so that if they are willing to accept the position, they know what is expected.
    - a. List what the specific job entails
    - b. Also list the expectations of serving on the board or committee.
    - c. Not only job duties, but time duties, meetings, any monetary requirements?
  4. Promise and provide training for volunteers so they feel confident they can do the roles they have taken.
    - a. Have dates and training sessions already scheduled when you start your volunteer recruiting (or at least titles and months)
    - b. Be sure to set up training on using your technology/data storage
    - c. Offer one on one discussion with the President for all new volunteers
  5. Come up with short term volunteer opportunities for those that can't commit to a full year
    - a. Redirect to serve on committees
    - b. Break a job down into co-chairs
    - c. Find a specific job that needs help – like the person who sets up your events who needs help with decorations. Know the smaller jobs that need to be done so that people with less time are still able to contribute.
  6. Recognize your volunteers.
    - a. Make sure every job/event/opportunity is “insta-worthy” and your club does a good job highlighting the efforts of your volunteers in social media.
    - b. Set up selfie stations at events to keep things fun and easy to grab your volunteers to get their action shots.
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- c. Recognize people every month – find more than one category to select from. Don't just recognize those that do the main event, be sure to spotlight the people working hard in the background as well.
    - d. Send personal notes when you hear of a reason to reach out. Birthday, sick child, welcome home, deployment, etc. People like to feel noticed and that they are a part of something that cares about them.
  7. Target your recruitment through your current volunteers who serve in other areas.
    - a. Volunteers tend to have a heart to serve. Look outside of your current club and see who is volunteering in other areas.
    - b. At your Church? At the local Food Bank? In the PTA? In the neighborhoods? See who has the passion and the skills to help your club and ASK them!
    - c. Put up flyers and post ads in your local volunteer office. Most clubs are open to just about everyone on post, so look further than your current membership!
    - d. Arm your current volunteers with the correct data and opportunities (Elevator Pitch) and make them Club Ambassadors. *(See Club Ambassador fact sheet).*
  8. Show how serving on a Spouses Club board can convert to a professional resume builder.
    - a. Make sure your board titles translate to the “real world” definition of what you actually do.
    - b. Make sure job descriptions give specific details about what the job entails.
    - c. Use real and accurate data to describe the number of people involved with something, the amount of money raised, the \$ amount of donations procured, etc. Data makes the difference when applying for positions in the civilian community.
  9. Search within your donors, partners, and community supporters.
    - a. If you have an organization that seems to always come through for your club, see if there is someone in that organization that might want to help drive yours.
    - b. If your donors are already supporting you through \$\$ or gifts, they must believe in what you do. See if there is someone within their organization who wants to serve on your board.
    - c. Show up at community events and make a connection with live people. SO much is done online, that sometimes being present can make a difference to getting support from a new person.
  10. Be a welcoming and diverse club so that all feel welcome and part of the greater family.
    - a. Be sure to watch out for Cliques.
    - b. Provide multiple opportunities for all types of people with all forms of scheduling challenges to be able to volunteer and engage in some way.
    - c. Those that feel like they are a part of something are more inclined to want to volunteer to sustain the opportunities!
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